

REMARKS/ARGUMENTS

The following remarks attend to all outstanding issues in the non-final Office Action mailed October 5, 2004. The Application presented claims 21-29 and 34-37, and 41-42 for examination. The present response amends claims 21, 22, 25, 26, and 34. Applicants respectfully request favorable consideration of the pending claims in view of the following remarks.

By action taken here, Applicants in no way intend to surrender any range of equivalents beyond that needed to patentably distinguish the claimed invention as a whole over the prior art. Applicants expressly reserve all such equivalents that may fall in the range between Applicants' literal claim recitations and combinations taught or suggested by the prior art.

Claim Rejections under 35 U.S.C. § 102(b)

In the Office Action mailed October 5, 2004, the Examiner rejected claims 21-40 under 35 U.S.C. 102(b) in view of DAVIS (US Patent 5,796,952). Applicants respectfully traverse in part and overcome in part.

In rejecting claim 21, the Office Action in paragraph 3 indicated DAVIS teaches "deriving, using said recorded information, subsets of said addressed content that was displayed on said computing device during overlapping time periods" because "ad banner and the web page as a whole" were displayed together. The Examiner further explained that "the previous method of using the starting times and the ending times via START and STOP method of the JAVA applet is utilized in order to determine how long both the ad banner and the web page have been viewed together.

Applicants respectfully submit that the claimed invention is not directed to determining how long an ad banner and the Web page in which the ad banner is embedded have been viewed together. Rather, the claimed invention is directed to a method of tracking diversely sourced content (e.g., two separate and independent Web pages) that are viewed or displayed

concurrently. Applicants respectfully submit prior art methods such as DAVIS do not track diversely sourced internet content.

Accordingly, Applicants have amended claim 21 to include "first addressed content," "second addressed content," "first address corresponding to first addressed content" and "second address corresponding to second addressed content" and "wherein said first address is different from said second address." Applicants respectfully submit that these new limitations sufficiently differentiate the claimed invention from the DAVIS invention.

Note that a Web page and its banner ad may have different addresses. Even though that is true, the Applicants respectfully submit that DAVIS does not teach or suggest:

"recording information that includes starting times and ending times for time periods during which the first addressed content and the second addressed content were displayed on said computing device; and
deriving, using said recorded information, whether said first addressed content and said second addressed content were displayed on said computing device during overlapping time periods."

It would be redundant for DAVIS to require such steps because the Web page and its banner ad are always displayed together. It would be redundant to keep track of the starting times and ending times for both Web page and its banner ad. It would be redundant to determine whether the Web page and its banner ad were displayed during overlapping time periods because it is already known that they are.

The Applicants further note that DAVIS does not teach recording starting times and ending times when a Web page is displayed. Rather, DAVIS explicitly teaches calculating the display time period from the start time and end time, and sending the display time period to the server to be stored. (See Abstract, FIGS. 3-7, items S308, S410, S506, S611, S711 and their corresponding descriptions in the text). For the stated purpose of monitoring user activities and viewing time of a Web page, it is not necessary to note the start time and the end time. Whereas, in the claimed invention, the amount of time a user spends viewing addressed content is

irrelevant. In other words, the problem that DAVIS is solving is very different from the problem that the claimed invention solves.

At least for the above reasons, Applicants respectfully submit claim 21 as amended is allowable over the prior art DAVIS. Allowance of the dependent claims 22-29 is solicited as well.

Applicants note claims 22, 25 and 26 have been amended to reflect the changes in antecedent basis of claim 21.

Claim 34 has been amended to include the limitations that "said addressed content comprising first addressed content and second addressed content, wherein said first addressed content and said second addressed content are capable of being displayed independently of each other at a same time period, at a different time period, or at an overlapping time period." Applicants respectfully submit that these limitations, which limit the claimed inventions to tracking diversely sourced content, are sufficient to distinguish the invention from DAVIS.

Accordingly, at least for this reason, Applicants respectfully submit claim 34 is allowable over DAVIS. Allowance of dependent claims 35-37 and 41-42 is solicited as well.

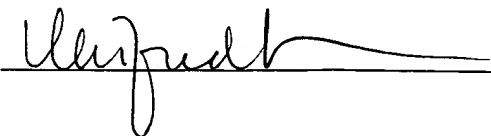
Claims 41 and 42 have been added to claim the specific embodiments where the addressed contents are independent Web pages capable of being displayed separately from each other at the same, different or overlapping time periods.

Conclusion

The Applicants respectfully submit that the pending claims are allowable. The Examiner is invited to call the undersigned should the Examiner believes a telephone call would expedite the disposition of this case.

Respectfully submitted,

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Enclosure